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LINDE GROUP SWOT & PESTLE ANALYSIS

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Company Name : Linde Group

Company Sector : Industrial Gases

Operating Geography : Germany, Global

About the Company : Linde Group is a German company established in the year 1879 and is a world leading supplier of industrial, process and specialty gases and is one of the most profitable engineering companies. Linde products and services can be found in nearly every industry, in more than 100 countries. With two major division namely, Gases division having four products areas healthcare, on-site, bulk & cylinder. The other division of engineering offers a wide and extensive range of gas production & processing services. Linde has a workforce with approximately 60,000 employees as of 2018. It has a mission of achieving and sustaining a leading position as an industrial gas Company. Its vision captures the Safety, Health, Environment and Quality aspects which serves the customers, employees and society at large.

Revenue : 12.864 Billion as on 1.10.2017

SWOT Analysis :

The SWOT Analysis for Linde Group is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Financial performance, investors wealth creation 2.Wide presence 3.Extensive gases product line extension 4.R&D expenses and sustainability 5.Restructure Programmes to reduce costs by Euro 550 Million (FOCUS & LIFT) 6.Digital distribution channels 	<ul style="list-style-type: none"> 1.Falling management efficiency 2.Attrition 3.Decline in revenues from Engineering Division 4.Lack of diversification
Opportunities	Threats
<ul style="list-style-type: none"> 1.Diversification, example \u2013 Energy generation etc. 2.Growth in Healthcare sector 3.Technology &analytics 4.Increased climate protection efforts 5.Merger with Praxair 	<ul style="list-style-type: none"> 1.Safety regulations 2.Government reforms and regulations

PESTLE Analysis :

The PESTLE Analysis for Linde Group is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1. Dependence on the government agendas and spending budget 2. Sector regulations 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1. Currency fluctuations 2. GDP growth and economic performance 3. Income distribution
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1. Employee welfare, work life balance and involving employees 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1. Research & development 2. Innovative ways of gases production such carbon dioxide
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1. Financial regulations 2. Environmental laws 3. Labour laws 4. Safety regulations 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1. Efficient use of resources 2. Energy & climate protection 3. Efficient use of water 4. Government efforts for climate protection and schemes

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